

## Message Text

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ACTION AF-06

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NSAE-00 PA-02 SIL-01 PRS-01 /041 W

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P R 251605Z FEB 76

FM AMEMBASSY ACCRA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 1307

USIA WASHDC

AMEMBASSY COTONOU

AMEMBASSY ROME

AMCONSUL FRANKFURT

UNCLAS ACCRA 1455

E. O. 11652: N/A

TAGS: BEXP GH

SUBJ: 3RD GHANA INTERNATIONAL TRADE FAIR (CPF): CLOSING REPORT

1. SUMMARY. US EXHIBIT, 3RD GHANA INTERNATIONAL TRADE FAIR, FEB 1-15 AT ACCRA, WAS A PUBLIC RELATIONS SUCCESS AND MET OR EXCEEDED MOST OF 17 EXHIBITORS' MODEST EXPECTATIONS. PRESUMABLY FOR POLITICAL REASONS, MEDIA FELT CONSTRAINED TO EMPHASIZE AFRICAN, CHINESE (PRC), AND YUGOSLAV PAVILIONS. WE ARE CONVINCED THAT US EXHIBIT MADE FAVORABLE IMPACT ON BUSINESSMEN, GOG LEADERS, AND PUBLIC, AND WAS ONE OF WHICH WE CAN BE GENUINELY PROUD. WE ARE PLEASED TO HAVE HAD SENIOR WASHINGTON PARTICIPATION IN FAIR OPENING ACTIVITIES, INCLUDING HIGHLY SUCCESSFUL USA DAY. END SUMMARY.

2. US EXHIBIT FEATURED 17 COMPANIES, MOST ALREADY ESTABLISHED IN MARKET, AS WELL AS USIA-DESIGNED BICENTENNIAL EXHIBIT. US EXHIBIT WELL-DESIGNED IN SUCH WAY THAT HEAVY TRAFFIC COULD FLOW THROUGH, AND PUBLIC WAS REQUIRED TO PASS ENTIRE EXHIBIT ONCE IT ENTERED. FAIR AUTHORITIES HAVE NO ACCURATE COUNT BUT ESTIMATE OVER ONE MILLION ENTRANTS OVER THE 15 DAYS; WE ESTIMATE WELL OVER HALF OF ALL FAIR VISITORS WENT THROUGH US EXHIBIT. US EXHIBIT UNDOUBTEDLY ONE OF THE, UNCLASSIFIED

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IF NOT THE, MOST ATTRACTIVE AND WELL-ORGANIZED IN ENTIRE

FAIR: WE CAN BE PROUD OF OUR EFFORT. AMERICAN PRODUCTS FEATURED ALSO IN AT LEAST 13 NON-GOVERNMENT EXHIBITS.

3. WE AND OUR EXHIBITORS HAD INDICATION MONTHS IN ADVANCE THAT FOREIGN EXCHANGE CONSTRAINTS WOULD CONTINUE SEVERE, THAT IMPORT LICENSES THEREFORE WOULD REMAIN AS HARD TO OBTAIN AS BEFORE, AND THAT EQUIPMENT BROUGHT TO THE FAIR COULD WELL NOT BE SOLD. ACCORDINGLY, ALMOST ALL OUR EXHIBITORS CONCLUDED (CORRECTLY) THAT BEST COURSE WAS TO BRING IN GRAPHICS, MODELS, AND FILMS RATHER THAN HEAVY EQUIPMENT. INDEED, EVEN THE NOMINAL IMPORT LICENSE (DOLS 11,000) PROMISED BECAUSE FAIR RENTAL PAID IN DOLLARS STILL HAVE NOT BEEN ISSUED DESPITE OUR CONTINUING, HIGH-LEVEL EFFORTS TO OBTAIN IT.

4. PRESS AND SOME GHANAIS PRIVATELY TOOK UMBRAGE AT LACK OF EQUIPMENT IN US AND SOME OTHER WESTERN EXHIBITS, CONTRASTING THEM (OFTEN ERRONEOUSLY) WITH THOSE FROM "SOCIALIST" EXHIBITORS. ONE INVIDIOUS EDITORIAL IN "GHANAIAN TIMES" FEB 16, WHICH WAS FORMALLY WITHDRAWN FEB 17 AFTER HARM HAD BEEN DONE, CITED CHINESE AND YUGOSLAVS (WHO HAD WON THE ONLY PRIZES FOR NON-AFRICAN EXHIBITORS) AS THOSE WHICH BROUGHT IN EQUIPMENT FOR GHANA'S BENEFIT. INDEED, CHINESE AND YUGOSLAV PAVILIONS LOOKED LIKE CROWDED DEPT STORES OF ITEMS BOTH RELEVANT AND IRRELEVANT TO GHANA. COINCIDENTIALLY, CHINESE ADMITTED TO OUR CHARGE THAT ENTIRE EXHIBIT BEING SHIPPED TO BENIN, LOCK, STOCK, AND TEA CHEST. CHINESE WAS LARGEST FOREIGN EXHIBIT, WITH YUGOSLAVS OR OURSELVES SECOND. PRC PRESUMABLY TRYING TO OVERCOME IMPRESSION MADE AT FIRST AND SECOND GHANA FAIRS, 1967 AND 1971, WHEN CHINA REPRESENTED BY ROC. LOCAL PRESS ALSO DOWNPLAYED USA DAY SPEECHES. ENTERTAINMENT, AND RECEPTION AS COMPARED WITH COVERAGE OF A NUMBER OF AFRICAN, "SOCIALIST," AND OTHER SUCH AFFAIRS WHICH IN MOST CASES MUCH LESS IMPRESSIVE.

5. US EXHIBIT STATISTICS: FLOOR SALES AT EXHIBITION: \$11,000. TWELVE-MONTH SALES PROJECTION (IF IMPORT LICENSES ARE GRANTED): \$2,800,000. TOTAL NUMBER OF EXHIBITORS: 17. OLD TO MARKET: 15. FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 12. PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: 4. FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: 1.

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6. WE WERE PLEASED THAT DEPUTY ASSISTANT SECRETARIES BLAKE AND HOSTLER WERE AMONG STRONG WASHINGTON CONTINGENT WHO ATTENDED FAIR OPENING DAY, AND THAT BOTH OF THEM STAYED FOR FEB 2 USA DAY AT FAIR. ALMOST ALL OF 29 EXHIBITING COUNTRIES HAD A "NATIONAL HALF-DAY" WITH A STANDARD FLAG-RAISING CEREMONY, FOLLOWED BY INDIVIDUALIZED RECEPTION. OURS WAS CONSIDERED BY MANY TO BE THE MOST SUCCESSFUL: WE HAD EXCELLENT TURNOUT

OF GHANAIS -- OUR INVITEES TOTALLED 900 --, MADE A POSITIVE IMPACT WITH OUR AMERICAN PICNIC-STYLE APPROACH, AND PRESENCE OF BUNNY SIGLER AND "INSTANT FUNK" ENTERTAINMENT GROUP, BOTH AT RECEPTION AND AT PUBLIC CONCERT EARLIER IN DAY, WAS A VERY LARGE PLUS.

7. CHIEF OF STATE ACHEAMPONG TOURED ALL FOREIGN EXHIBITS OPENING DAY, AND WE POUCHING SOME EXCELLENT PHOTOS OF HIM WITH AMBASSADOR BLACK IN US PAVILION FOR "DEPT. OF STATE NEWSLETTER" USE, ALONG WITH PIX OF USA DAY, AT WHICH INSPECTOR GENERAL OF POLICE (AND MEMBER OF SUPREME MILITARY COUNCIL) ERNEST AKO REPRESENTED GOG.

8. KUDOS ARE DUE TO MANY. INTER ALIA, USDOC FOR SUPERB BACKSTOPPING AS WELL AS FOR PROVIDING OUTSTANDING DUSEX (VIGNEAULT) AND HOSTLER AND GARNITZ PRESENCE; CU FOR PROVIDING SIGLER AND CO. AT VERY SHORT NOTICE, AND FOR LINING UP NECESSARY FINANCIAL SUPPORT FOR GROUP; AF FOR EQUALLY HELPFUL BACKSTOPPING, INCLUDING PRESENCE ASST. SECY. BLAKE; USIA FOR LOCAL USIS ASSISTANCE; EMBASSY ROME FOR ASSISTANCE AND COORDINATION WITH EXHIBIT CONTRACTOR; AMCONSUL FRANKFURT FOR MOST HELPFUL INTERCESSION TO GET LOST MCDONNELL-DOUGLAS EXHIBIT TO ACCRA BY LUFTHANSA, WHICH ALLOWED US TO SET UP THAT KEY EXHIBIT IN THE EARLY HOURS BEFORE AIR OPENING.  
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